Cambridge Technical L3 Digital Media

Course Overview

- **Exam Board** – OCR
- **Usual Age Range** – 16-19
- **Qualification** – equivalent to 1 A Level
- **Curriculum Time** – Five 50 minute lessons per week in class plus additional work in Independent Learning Time
- **Assessment** – this curriculum is assessed via:
  - 2 x 120 minute exams on "Media Products and Audiences" and "Pre-Production and Planning"
  - 1 x 90 minute exam on "Social Media and Globalisation"
  - Non-examined coursework – "Create a media product": This aim of this unit is for you to develop knowledge and understanding of the production processes for producing media products.
  - Non-examined coursework – "Advertising Media": In completing this unit, you'll understand advertising campaigns and how audio-visual, print based or audio advertising media are used within them.
- **Grading** – Distinction *, Distinction, Merit, Pass, Unclassified

Curriculum Intent

The intent of the Cambridge Technical **Digital Media** curriculum is to give UTC students an opportunity to develop their knowledge and understanding of the principles of **digital media and its impact on communication and culture**. The intent is to ensure students have useful knowledge, understanding and skills that can be applied in **various digital media contexts** in their future career and of particular use to students considering a career in **media production, content creation, web design, or digital marketing**.

The further intent of the Curriculum is to provide students with an insight into the **digital media sector** as they investigate the pace of technological and **creative change, digital platforms, the global flow of media content, and important legal, ethical, and security considerations**. Students will also consider important developments in the sector around **audience engagement, digital storytelling, content regulation, and how media responds to emerging trends and societal debates**.

Students are supported and encouraged to develop their love of reading and literacy skills on this course, by reading related **digital media news, trends, and critical articles** and by completing regular extended writing activities.

Students are encouraged to develop their numeracy on this course by applying mathematical skills relevant to **audience data analysis, project timelines, and media asset management (e.g., file sizes, resolutions)**.

Suggested next step destinations after completion include relevant **Digital Media** degrees such as, **Media Production, Digital Marketing, Web Design, Animation, Game Art, or Communication Studies**. It also provides access to higher apprenticeship schemes in **media production, digital marketing, or web development** related areas.

Related careers include working as a **digital content creator; video editor; social media manager; web designer; animator; digital marketer**. This intent of the Curriculum is to also provide a good baseline knowledge, skills and understanding for students who undertake an Apprenticeship.

Remote Learning and Revision

Students will benefit from additional study of Digital Media for the exams and also if they are absent from the UTC but well enough to complete remote learning. Students can communicate with the teacher via email if absent from school.

- Hodder Study Guide –
  https://www.hachettelearning.com/computing-and-it/cambridge-technicals-level-3-digital-media
- Practice Assessments and papers -
  https://www.ocr.org.uk/qualifications/cambridge-technicals/digital-media/assessment/#level-3
- Students can access all lesson materials on Google Classroom

Curriculum Overview

The learning in Digital Media (equivalent to *1 A Level*) is sequenced as follows.

Note: the full Curriculum Plans are available on request to info@nef.tynecoast.academy

Key Topics

- Media Products and Audiences
- Pre-Production and Planning
- Create a media product
- Social Media and Globalisation
- Advertising Media

Year 12:

Half term 1

- What factors need to be considered when planning a media product?
- How are media products advertised and distributed?
- How is meaning created in media products?
- Who are the target audiences of media products?

Half term 2

- How can research data used by media institutions be evaluated?
- How can legal, ethical, and regulatory issues associated with media products be evaluated?
- What are the key areas for revision?

Half term 3

- What factors need to be considered during the planning of a media product?
- How do you interpret client requirements and target audience considerations?
- How do you plan the pre-production of a media product?

Half term 4

- How do you create and evaluate pre-production documents for a new media product?
- Revision: What are the key areas for revision?

Half term 5

- How do you create a proposal with sample materials for an original media product to a client brief?

- Students complete the first learning objective of their non-examined coursework.

Half Term 6

- How do you plan and develop pre-production materials for an original media product to a client brief?
- Students complete the second learning objective of their non-examined coursework.